

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY INC.

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Keep it Basic  
Tastes Good. Costs Less.

© Philip Morris Inc. 1997  
16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



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**TV Guide - Full Page**

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